Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method in a television program production system comprising:

~~obtaining~~receiving script data and rundown data for a television program prior to broadcast of the television program;

processing the script data and the rundown data to define individual segments of the television program prior to broadcast of the program;

determining identifiers for each of the segments of the television program;

creating closed caption data for the television program from the script data, the closed caption data comprising text data corresponding to said script data, and timing data provided at locations corresponding to beginnings of each of the individual segments of the television program, the timing data that corresponds to a segment comprising an identifier of the corresponding segment; and

transmitting the closed caption data including the timing data to receivers of the television program concurrently with broadcasting of the television program.

2. (Previously Presented) The method claimed in claim 1, wherein said closed caption data further comprises timing data provided at locations corresponding to ends of each segment.

3. - 4. (Canceled)

5. (Previously Presented) The method claimed in claim 1, wherein the transmission of the closed caption data is synchronized with transmission of the individual segments of the television program.

6. (Previously Presented) The method claimed in claim 5, wherein the transmission of the closed caption data is synchronized to the display of corresponding text by a teleprompter system to a person who appears in the television program as a reader of the text.

7. (Previously Presented) The method claimed in claim 1, further comprising storing the television program and the closed caption data on a machine readable storage medium.

8. (Previously Presented) The method claimed in claim 1, wherein the timing data for a segment comprises an identifier associated with the segment and data indicating an amount of time by which the identifier precedes the beginning of the segment.

9. (Previously Presented) The method claimed in claim 1, wherein the timing data for a segment comprises an identifier associated with the segment that is provided in the closed caption data at a location separated from the beginning of the segment by a predetermined amount of time.

10. (Original) The method claimed in claim 1, wherein the timing data is encoded as hidden closed caption data.

11. (Original) The method claimed in claim 1, wherein said timing data is accompanied by a timing data marker.

12. (Original) The method claimed in claim 1, wherein said timing data is encrypted.

13. (Currently Amended) A program-controlled device for producing a television program, the device comprising a computer readable medium having stored therein programming instructions to cause the device to perform processing comprising:

receiving~~obtaining~~ script data and rundown data for a television program prior to broadcast of the television program;

processing the script data and the rundown data to define individual segments of the television program prior to broadcast of the program;

determining identifiers for each of the segments of the television program; and

creating closed caption data for the television program from the script data, the closed caption data comprising text data corresponding to said script data, and timing data provided at locations corresponding to beginnings of each of the individual segments of the television program, the timing data that corresponds to a segment comprising an identifier of the corresponding segment; and

transmitting the closed caption data including the timing data to receivers of the television program concurrently with broadcasting of the television program.

14. (Previously Presented) The device claimed in claim 13, wherein said closed caption data further comprises timing data provided at locations corresponding to ends of each segment.

15 - 16. (Canceled)

17. (Previously Presented) The device claimed in claim 13, wherein the transmission of the closed caption data is synchronized with transmission of the individual segments of the television program.

18. (Previously Presented) The device claimed in claim 17, wherein the transmission of the closed caption data is synchronized to the display of corresponding text by a teleprompter system to a person who appears in the television program as a reader of the text.

19. (Previously Presented) The device claimed in claim 13, wherein the processing further comprises storing the television program and the closed caption data on a machine readable storage medium.

20. (Previously Presented) The device claimed in claim 13, wherein the timing data for a segment comprises an identifier associated with the segment and data indicating an amount of time by which the identifier precedes the beginning of the segment.

21. (Previously Presented) The device claimed in claim 13, wherein the timing data for a segment comprises an identifier associated with the segment that is provided in the closed caption data at a location separated from the beginning of the segment by a predetermined amount of time.

22. (Original) The device claimed in claim 13, wherein the timing data is encoded as hidden closed caption data.

23. (Original) The device claimed in claim 13, wherein said timing data is accompanied by a timing data marker.

24. (Original) The device claimed in claim 13, wherein said timing data is encrypted.

25. - 49. (Canceled)

50. (Currently Amended) A method in a television program production system comprising:

~~obtaining~~receiving rundown data for a television program prior to broadcast of the television program;

processing the rundown data to identify individual segments of the television program prior to broadcast of the television program;

determining identifiers for each of the segments of the television program; and

broadcasting a video signal representing the television program, the video signal comprising timing data indicating beginnings of the individual segments of the television program, the timing data comprising an identifier of the corresponding segment.

51. (Previously Presented) The method claimed in claim 50, wherein the timing data is provided at locations in the video signal corresponding to the beginning of each corresponding segment.

52. - 53. (Canceled)

54. (Original) The method claimed in claim 50, wherein said timing data is provided in vertical blanking intervals of the video signal.

55. (Original) The method claimed in claim 50, wherein said timing data is provided in data fields of a digital video signal.

56. (Original) The method claimed in claim 50, further comprising storing the video signal including the timing data on a machine readable storage medium.

57. (Previously Presented) The method claimed in claim 50, wherein the timing data for a segment comprises an identifier associated with the segment and data indicating an amount of time by which the identifier precedes the beginning of the segment.

58. (Previously Presented) The method claimed in claim 50, wherein the timing data for a segment comprises an identifier associated with the segment that is inserted into the video signal at a location separated from the beginning of the segment by a predetermined amount of time.

59. (Original) The method claimed in claim 50, wherein said timing data is accompanied by a timing data marker.

60. (Original) The method claimed in claim 50, wherein said timing data is encrypted.

61. (Currently Amended) A program-controlled device for producing a television program, the device comprising a computer readable medium having stored therein programming instructions to cause the device to perform processing comprising:

~~obtaining~~ receiving rundown data for a television program prior to broadcast of the television program;

processing the rundown data to identify individual segments of the television program prior to broadcast of the television program;

determining identifiers for each of the segments of the television program; and

broadcasting a video signal representing the television program, the video signal comprising timing data indicating beginnings of the individual segments of the television program, the timing data comprising an identifier of the corresponding segment.

62. (Previously Presented) The device claimed in claim 61, wherein the timing data is provided at locations in the video signal corresponding to the beginning of each corresponding segment.

63. - 64. (Canceled)

65. (Original) The device claimed in claim 61, wherein said timing data is provided in vertical blanking intervals of the video signal.

66. (Original) The device claimed in claim 61, wherein said timing data is provided in data fields of a digital video signal.

67. (Original) The device claimed in claim 61, further comprising storing the video signal including the timing data on a machine readable storage medium.

68. (Previously Presented) The device claimed in claim 61, wherein the timing data for a segment comprises an identifier associated with the segment and data indicating an amount of time by which the identifier precedes the beginning of the segment.

69. (Previously Presented) The device claimed in claim 61, wherein the timing data for a segment comprises an identifier associated with the segment that is inserted into the video signal at a location separated from the beginning of the segment by a predetermined amount of time.

70. (Original) The device claimed in claim 61, wherein said timing data is accompanied by a timing data marker.

71. (Original) The device claimed in claim 61, wherein said timing data is encrypted.

72. (New) The method claimed in claim 1, wherein each segment pertains to a different subject and can stand on its own as a complete or individual viewing experience.

73. (New) The method claimed in claim 1, wherein the rundown data comprises a list that specifies the individual pieces that make a program.

74. (New) The device claimed in claim 13, wherein each segment pertains to a different subject and can stand on its own as a complete or individual viewing experience.

75. (New) The device claimed in claim 13, wherein the rundown data comprises a list that specifies the individual pieces that make a program.

76. (New) The method claimed in claim 50, wherein each segment pertains to a different subject and can stand on its own as a complete or individual viewing experience.

77. (New) The method claimed in claim 50, wherein the rundown data comprises a list that specifies the individual pieces that make a program.

78. (New) The device claimed in claim 61, wherein each segment pertains to a different subject and can stand on its own as a complete or individual viewing experience.

79. (New) The device claimed in claim 61, wherein the rundown data comprises a list that specifies the individual pieces that make a program.